



**LEESBURG BOARD OF ARCHITECTURAL REVIEW
STAFF REPORT**

**PUBLIC HEARING AND REGULAR MEETING: 17 DECEMBER 2012
AGENDA ITEM 8a**

BAR Case No. TLHP-2012-0121: Comprehensive Sign Plan

Reviewer: Kim K. Del Rance, LEED AP
Address: 15 Catoctin Circle
Zoning: B-2, H-2 Overlay District
Applicant/Owner: Tommy D'Aquino, Lagniappe Immobilier

Site Description: This 1970 brick commercial building with multiple businesses sits back from Catoctin Circle with parking in front.

Context: Catoctin Circle is a primarily commercial road and this building sits within the H-2 overlay district due to its proximity to King Street.

Description of Proposal: Establish a comprehensive sign plan for building with multiple tenants to bring all businesses into compliance with sign regulations. Currently there are several tenants who have no sign permits. There has been a comprehensive sign plan in place since 2000 which led to the existing black boxes with green and white as the approved colors for lettering. The new sign plan calls for additional background colors in a palette provided of Dark green, dark red, black, grey and blue in the existing internally illuminated boxes. Secondary wall signs of wood or acrylic bolted to the building are allowed in the rear.

Site Development/Zoning Issues: *Article 15.13 Comprehensive Sign Plans*

In order to encourage unified signage compatible with the architectural character of any existing or proposed multiple tenant development, the property owner of any such development may submit a comprehensive sign plan which indicates the following:

A. Type. All comprehensive sign plans shall indicate what types of signs permitted for commercial use in accordance with Article 15 are proposed for the subject development.

B. Number. All comprehensive sign plans shall detail, as applicable, the number of freestanding, monument, wall, and window signs permitted for all leasable tenant spaces.

C. Size. All comprehensive sign plans shall provide information on the dimensions and maximum size of all proposed signs.

D. Location. All comprehensive sign plans shall illustrate on accurately dimensioned elevations the locations of all proposed signs.

E. Color. All comprehensive sign plans shall provide details, including color chips, for all colors that are pre-determined in the comprehensive sign plan.

APPLICABLE GUIDELINES

H-2 Corridor Design Guidelines:

P. 25 SIGNAGE

In major commercial centers with multiple stores and businesses, signs and graphics for tenant identification should be compatible but not necessarily identical to one another, uniform in color, and not compete with one another for attention.

P. 26 SIGNAGE

Signs should be compatible in design with other streetscape elements as well as the overall design character of the development. Sign material, style and color should complement both the building and landscape materials used on the site.

Generally, externally lit signs are preferable to those that are internally lit. External illumination should be limited to white light. If internally lit signs are used, dark backgrounds and light lettering, individually illuminated letters, are preferred.

The new sign plan meets all of the above criteria. Since only three (3) businesses will have signs fronting Catoctin Circle SE there will never be more than three (3) different background colors if they all choose different backgrounds. The color palette is appropriate, subdued and dark enough for proper contrast to make effective signage in the existing illuminated sign boxes.

STAFF RECOMMENDATION/DRAFT MOTION

Staff finds the existing sign plan to be appropriate. Any signs not already permitted would not be grandfathered and would need to be replaced with signage that met the new sign plan.

(Based on the BAR's discussion at the meeting, any changes to the language of either part of the motion should be incorporated as necessary.)

Based on the findings that:

- All aspects of this sign plan meet the guidelines of H-2 signage and the zoning code.

Staff recommends approval of TLHP-2012-0121 subject to the plans, photographs and materials submitted as part of this application dated October 26, 2012.

DRAFT MOTION

I move that TLHP-2012-0121 be approved.